

2016 MEDIA PLANNER

“The most cost-effective way to reach facilities managers online”

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Why Advertise on FMLink?

We offer a variety of advertising programs that deliver leads through a unique blend of customer education, branding, and targeting. Many of them allow you to specify the number of impressions and the amount of time to run your ad.

FMLink is the largest, most comprehensive online publication for facilities managers. Originally designed and launched in 1995, the site gives FMs concise, actionable advice that maintains their interest. FMLink offers a variety of highly targeted programs that blend the benefits of search and display advertising.

More than just a news daily, FMLink features in-depth articles from field experts and leading publications. Contributors include IFMA, BOMI International, Frost & Sullivan, the U.S. Green Building Council, FM BENCHMARKING, and several sustainability organizations. We supplement content with FM-focused e-newsletters.

- Over 20,000 pages of *timely* content: analyst insights, checklists, directories, benchmarking data, articles, white papers, case studies, and more
- Over 350,000 unique visitors over the past year
- In the top three (usually #1) of over 120 million Google search results for “facilities management news”
- Links to us from over 10,000 other Web sites
- Weekly e-newsletters and a social media presence
- Over 10,000 subscribers to our newsletters
- Click-through rates that exceed 50% for some mini-pages

TOPIC-CENTRIC CONTENT

FMLink is topic-centric. It lets you target your audience by interest — for example, maintenance, energy, software, or building systems.

Our research indicates that most visitors focus on specific topics of interest. FMLink was architected to reflect this preference; the site features 9 topics with over 50 subtopics. Each has its own landing page, filled with recent news stories, featured articles, event calendars, white papers, case studies, and companies from our directory. In addition, each news story and featured article page includes links to three or four related stories or articles, encouraging visitors to explore

additional content. This not only helps our visitors find what they need, but it also benefits those who want to target their advertising.

MOBILE-RESPONSIVE DESIGN

We recognize that our visitors access content using a variety of devices... so our newly redesigned site and e-newsletters are now mobile-responsive. Ads display on smart phones and tablets as well as on the desktop version of FMLink... so you capture traffic from all sources.

HIGHLY QUALIFIED SUBSCRIBERS / USERS

These site demographics were compiled using Google Analytics.

- Most new visitors come from search engines; others find us through FM-related Web sites and from conferences sponsored by FMLink.
- 44% of our registered subscribers are in-house FMs; 22% are outsourced FMs who serve in-house FM staff.
- The vast majority (60%) of FMLink's in-house subscribers hold corporate positions. This statistic, combined with feedback from our advertisers, supports our belief that most in-house subscribers either make or influence decisions at their organizations.
- 46% of the in-house FMs using FMLink are responsible for over 250,000 ft²; and 27% manage over 1 million ft².
- 60% of in-house FMs using FMLink manage office facilities; the next largest sectors (both under 10% each) manage academic and medical facilities, followed by data centers.
- More in-house subscribers work for financial and insurance companies than any other type; these are followed by government, then manufacturing, property management and academic institutions, and medical facilities.
- 57% of our 2014 visits were from the U.S., 7% from the UK, 4% from India, and 3% each from Canada and Australia; all others are 2% or less and represent 215 countries.

Advertising Programs

Call us at 301.365.1600 to schedule a guided tour. In about 30 minutes, we'll give you an overview of our programs, identify the best placement for your ads, and customize the perfect mix to satisfy your objectives.

Comparison of FMLink Advertising Programs

Program	Purpose	Custom Targeting	Guaranteed Impressions	Cost Basis
On-Site				
Banners	Brand building, traffic driving	Geo	Y	CPM*
Mini-Page	Traffic driving, customer education, leads generation	Topic	N	Calendar term
White Papers, Case Studies	Traffic driving, customer education, leads generation	Topic	N	Calendar term
News & E-mail				
Newsletter Sponsorship	Traffic driving	Geo, Topic	Y	Per newsletter
E-mail List Rental	Traffic driving, customer education	Geo	Y	Per mailing
Directories				
Topic Sponsorship	Traffic driving	Topic	N	Calendar term
Enhanced (Silver) FM Directory Listing	Traffic driving	Topic	N	Calendar term
Enhanced Sustainability Directory	Traffic driving	None	N	Calendar term
Free Listings	Traffic driving	None	N	Calendar term

*CPM= Cost per mille (1,000 impressions)

ON-SITE PROGRAMS

HI-EFFICIENCY intelligent hand dryer | **SMARTdri Series** | **WORLD DRYER**

Banner ad (728 x 90)

WHITE PAPER
Transwall
 A Long-Term Look at Moveable Wall Implementation on a Large Scale
 First Comes Vision, then Discipline, then Bottom Line Results
[read »](#)
White papers and case studies (links to paper)

Ad (300 x 250)

FM BENCHMARKING
 COMPARE ANALYZE IMPROVE
 Cost Savings Over 10 Years of Benchmarking
 11% cumulative per year, 22%, 23%, 24%, 26%, 27%, 29%, 31%
Ad

SPONSORS Advertise on FMLink

LogiSon Networked sound masking, paging and music system increases speech privacy reduces noise disruptions and improves the comfort of the workplace.
Featured sponsor

Platinum Sponsors

ARCHIBUS, Inc. CAFM/IWMS Software	FM BENCHMARKING Online Benchmarking
CORT Furniture Rental	Landscape Forms Outdoor Furniture
Dauphin North America Innovative Furnishings	LogiSon Acoustic Network Sound Masking
Excel Dryer, Inc. Hand Dryers	Teknion Office Furniture
FacilityTree Web-CAFM Software	

Gold Sponsors

ACGIH	ISS Facility Services
-------	-----------------------

Platinum and gold sponsors (Platinum listings link to mini-page)

FEATURED ARTICLES JULY 24

- Changes in LEED and De-icers: Your De-icer May Not be Compliant — Implications for facilities managers using de-icers *Leonardo Academy*
- The importance to FMs of consolidated policies for waste recycling *Premises & Facilities Management*
- The Power of Leverage in Real Estate and Workplace Strategy *WORKPLACE MANAGEMENT SOLUTIONS*
- Strategic Facilities Planning *BOMI International*
- Floor Finishes: Costs and Effectiveness *ISSA Today*

UPCOMING EVENTS

- VenueConnect Annual Conference and Trade Show, Baltimore, United States
- Solutions 2.0, Houston, United States
- World Workplace Asia 2015 Conference and Exhibition, Singapore, Singapore
- APPA 2015: Annual Conference and Exhibition, Chicago, United States

Banner Sponsorships

Geographically targeted, highly visible advertising

All banner ads are offered with guaranteed impressions—however many you want to order; you pay only for traffic that sees your banners (CPM versus calendar-term). We never display more than two banners per page and all ads appear above the fold (no scrolling required). We offer two

sizes: leaderboard (728 x 90 pixels; 320x100 pixels on mobile devices) and medium rectangle (300 x 250 pixels).

- Choose from a range of placements — site-wide or geo-region.
- Includes a **Gold** directory listing (see page 8); your linked company name appears under Platinum listings on all pages related to type of product or service you offer.

Mini-Page (Micro-Site)

The greatest number of high-quality leads, blended with customer education

We'll post your custom Web page on FMLink and promote it. Typically, half of the visitors coming to these pages click through to the advertiser's site. Because they have already read a lot about your company, the leads are highly qualified. A well-crafted page with multiple links can drive traffic to the deep content pages of your site... and all of your HTML text is indexed by FMLink's site search tool.

- Includes a **Platinum** directory listing (see page 8); your linked company name appears above all other listings on all FMLink content pages related to the type of product or service offered.

See Appendix A, page 12, for sample mini-pages.

White Papers & Case Studies

Great for customer education, credibility, and branding

Publish your white paper or case study on FMLink — we'll promote it on our Home, What's New, and applicable topic landing pages, as well as on our e-newsletter. Your paper will be tied into our site search system and randomly included in our news and featured stories.

- Includes a **Silver** directory listing (see page 8); your linked company name appears on all FMLink content pages related to the type of product or service offered.

NEWS & E-MAIL PROGRAMS

Newsletter Sponsorships

Excellent either as a stand-alone vehicle or in conjunction with a topic-centric banner

FMLink distributes two types of newsletters: a general weekly e-newsletter, which covers all FM topics, and series of topic-oriented e-newsletters, which are each sent every 5 weeks and cover energy management, maintenance and operations, furnishings and interiors, software, and sustainability. Our newsletters are very well read and produce a 30% spike in site traffic for the 2 business days following delivery.

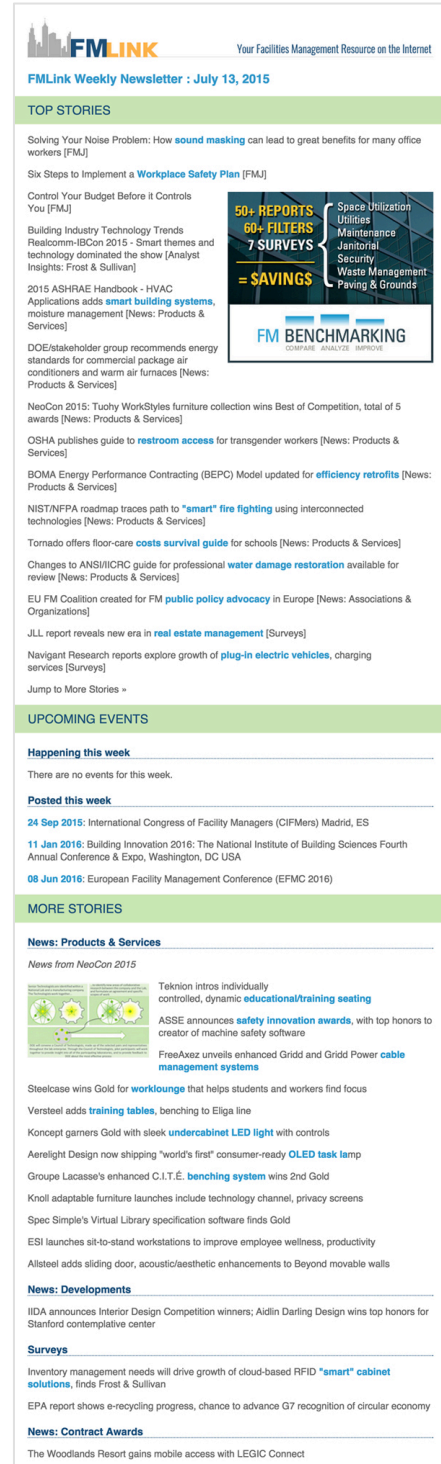
- Over 10,000 opt-in subscribers
- Only one advertiser per newsletter
- Medium rectangle options (300 x 250 pixels, above the fold) with links to your site

E-mail List Rental

A way to send a compelling HTML mailing to FMLink subscribers

Our high-quality e-mail list is targeted to FM professionals. We verify the accuracy of all addresses at least once per month.

- E-mail list is opt-in.
- Recipients receive no more than one mailing a week.
- Mail comes from FMLink, a trusted source.



DIRECTORY PROGRAMS

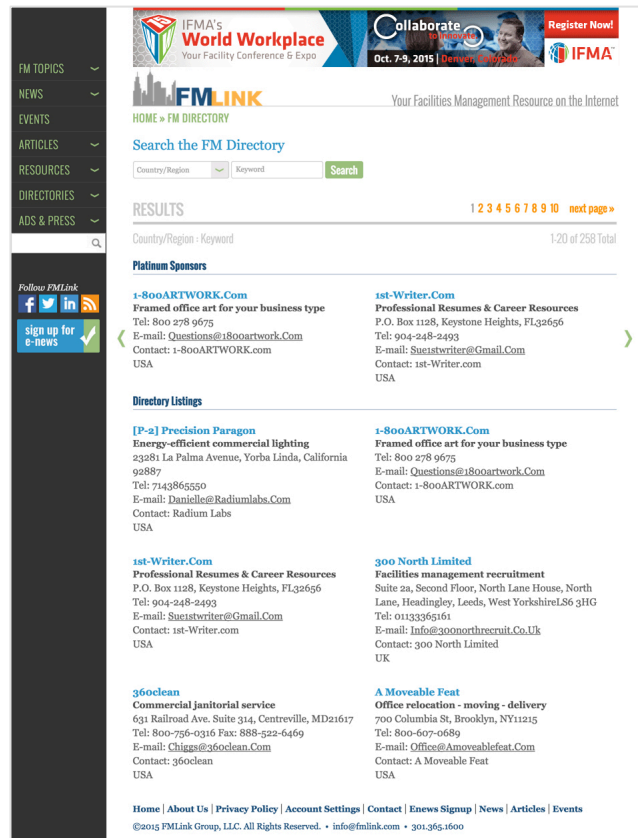
Platinum, Gold, & Silver FM Directory Listings

Three sponsorship levels to place your company ahead of the pack in our FM Directory

All paid listings feature your logo and link to a page where you can describe your products or services in detail. You can assign tags (keywords) to help visitors find your company.

- **Platinum** sponsors appear first. This level includes a mini-page and lets you assign your listing to five categories.
- **Gold** sponsorships appear next. They come with banner ads and allow you to assign your listing to four categories.
- **Silver** sponsorships appear below Gold sponsors. They come with a white paper or case study and allow you to assign your listing to three categories.

You can also purchase the Silver level as a directory enhancement, along with additional categories. The categories tie into the directory search engine.



The screenshot shows the Fmlink directory search results page. At the top, there are banners for IFMA's World Workplace and Collaborate. Below the banners is the Fmlink logo and the text "Your Facilities Management Resource on the Internet". A search bar is present with a "Search" button. The results section is titled "RESULTS" and shows "1 2 3 4 5 6 7 8 9 10 next page >". Below the search bar, there is a section for "Platinum Sponsors" and "Directory Listings".

Platinum Sponsors

- 1-800ARTWORK.COM**
Framed office art for your business type
Tel: 800 278 9675
E-mail: Questions@1800artwork.Com
Contact: 1-800ARTWORK.com
USA
- 1st-Writer.Com**
Professional Resumes & Career Resources
P.O. Box 1128, Keystone Heights, FL32656
Tel: 904-248-2493
E-mail: Suesitwriter@Gmail.Com
Contact: 1st-Writer.com
USA

Directory Listings

- [P-2] Precision Paragon**
Energy-efficient commercial lighting
23081 La Palma Avenue, Yorba Linda, California
92887
Tel: 7143865550
E-mail: Danielle@Radiumlabs.Com
Contact: Radium Labs
USA
- 1st-Writer.Com**
Professional Resumes & Career Resources
P.O. Box 1128, Keystone Heights, FL32656
Tel: 904-248-2493
E-mail: Suesitwriter@Gmail.Com
Contact: 1st-Writer.com
USA
- 360clean**
Commercial janitorial service
631 Railroad Ave. Suite 314, Centreville, MD21617
Tel: 800-756-0316 Fax: 888-522-6469
E-mail: Chigias@360clean.Com
Contact: 360clean
USA
- 1-800ARTWORK.COM**
Framed office art for your business type
Tel: 800 278 9675
E-mail: Questions@1800artwork.Com
Contact: 1-800ARTWORK.com
USA
- 300 North Limited**
Facilities management recruitment
Suite 2a, Second Floor, North Lane House, North Lane, Headingley, Leeds, West Yorkshire LS6 3HG
Tel: 01132365661
E-mail: Info@300northrecruit.Co.UK
Contact: 300 North Limited
UK
- A Moveable Feat**
Office relocation - moving - delivery
700 Columbia St, Brooklyn, NY11215
Tel: 800-607-0689
E-mail: Office@Amoveablefeat.Com
Contact: A Moveable Feat
USA

Home | About Us | Privacy Policy | Account Settings | Contact | Enews Signup | News | Articles | Events
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Enhanced Sustainability Directory Listing

Be among the first to display in our directories

- Your listing precedes all of the regular listings and features your logo.
- Your listing links to a page where you may describe your initiatives in detail.
- The page is tied into our site search system.

Topic Sponsorship

An inexpensive way to showcase your company on all FM Directory pages that relate to your business

- Your clickable company name and logo appear at least one-third of the time on the right margin of each related directory page.
- We display only one logo at a time.
- Your logo links to your full FM Directory listing, which includes a link to your Web site.

Free Listings

Free basic listings in our FM and Sustainability Directories

These listings include your contact info, a brief company description, and a link (but no logo). They appear below the enhanced listings and include two keywords / phrases.

Popular Packages

These packages offer you the best combinations and pricing. They take advantage of how our different advertising programs complement each other and provide a multi-faceted approach to target potential clients.

- **Banner + Mini-Page:** This package combines two of our most popular programs that work very well together — each serves a different but complementary purpose.
- **Mini-Page + White Paper / Case Study:** Some visitors go directly to the ads (mini-page); others go to the scholarly papers (white papers and case studies). This combination will attract both types of visitors.
- **Banner + White Paper / Case Study:** This program gives you the best of both worlds — guaranteed impressions and in-depth information — to maximize your exposure to a wide range of potential customers.
- **Banner + White Paper / Case Study + Mini-Page:** For those who want the most comprehensive advertising program, this package adds a mini-page so you can deliver your complete message to potential customers, get guaranteed impressions, and offer in-depth information.
- **Site Saturation Package:** Designed for those announcing a new product or service, this package targets the right audience for your big news by running your banner on 50% or 75%

of FMLink's pages (site-wide or topic-specific) for 1 week. It also includes an e-mail blast and e-newsletter sponsorship.

- **Webinar Promotion Package:** This is the best, sure-fire way to promote your Web events. Your banner (leaderboard or medium rectangle) will display in the topic area of your choice. This package also includes an e-mail list rental and newsletter sponsorship for 3 weeks.

FMLink offers many other packages... so if these don't fit your needs, call us at 301.365.1600 and we'll work with you to find one that does.

FAQs

I already advertise through the big search engines like Google. Why should I do anything else?

First, only 20% of visitors actually click the paid Google ads; the vast majority clicks the organic (natural) search results. Since FMLink typically appears first in the organic search results, advertising with us helps you capture that traffic. Second, the cost-per-click for a top ad can easily range between from \$5 to \$10; FMLink will yield more targeted leads for less. Last (but not least), you're missing out on "drive by" traffic. Like a booth at a conference, FMLink allows you to attract not only those who come to look specifically for you (as Google does), but also those who just happen to see your display as they pass by.

Why do I need to advertise online when I already have a great Web site?

To drive qualified buyers to your site, of course! FMLink is uniquely positioned to attract potential clients who are highly targeted. We offer a variety of advertising programs to display your ad in topic-related contexts. For example, with our mini-page program, your company name appears on every page that relates to your business... and it's indexed by our site search tool.

We'd like to get a mini-page for a year, but that's a long time to try something if it doesn't work. What assurances can you offer?

We offer a guarantee! You can opt out after 6 months for any reason. We also offer shorter terms, although it usually takes 6 months to truly test an ad. In case it helps, we offer financing.

We're thinking of going with the free directory listing for a while to see what how it performs. Is that a fair test?

Unfortunately... no. Most FMLink subscribers find ads when they're reading editorial content on the site, especially content that addresses their interests. Visitors use the directories, on the other hand, to look for a certain type of company; even then, they focus on the featured listings.

Which performs better — news stories or ads?

It really just depends on your product or service... and what your news story has to say. We've seen a low correlation between traffic originating from the stories and traffic originating from ads. For example, over the past 5 years, one of our top advertisers has averaged over 200 click-throughs per month from its mini-page. However, its directory listing has never produced a single click-through... nor have any of its news stories we have published on FMLink. Another advertiser who sends us quarterly press releases gets a fair amount of traffic directly from their news stories, but their ad is just an average performer.

Why does the number of click-throughs differ for a given link depending on who's reporting it?

For one thing, these sources may not be comparing apples to apples — some may be reporting *unique click-throughs* while other report *total clicks*. Unique click-throughs refer to the number of *visitors* that clicked the link. Total clicks refer to the number of *times* a link was clicked. So if three people each click a link ten times, there would be three unique click-throughs but 30 total clicks. Both are important: Unique click-throughs indicate how many people you are attracting; total click-throughs indicate their level of interest. Second, in addition to clicks by real people, some sources count traffic from spiders and robots, which search engines use to index your site. Finally, they may be using different algorithms to calculate hits. For example, Google Analytics counts hits differently than Web Trends, a sophisticated tracking tool.

Are all click-throughs created equal?

Companies are discovering that the *value of a click varies, depending on its source*. Even on FMLink, click-throughs from a mini-page are much more likely to result in a sale than those from other parts of the site. FMLink's topic-centric ad placements ensure that your ad will be seen by just the right audience.

APPENDIX A: SAMPLE MINI-PAGES

YOUR NETWORKED SOLUTION FOR SPEECH PRIVACY AND NOISE CONTROL



- SOUND MASKING WHY?
- COMPONENTS WHAT?
- APPLICATIONS WHERE?
- SERVICES HOW?
- RESOURCES TOOLBOX



Sound Masking

Acoustic discomfort is the number-one cause of workplace dissatisfaction. Our revolutionary sound masking system helps to address this problem.

The benefits?

- Increase speech privacy
- Reduce noise disruptions
- Improve concentration & productivity

We can help
1-866-LOGISON

Guided Tour

What Is Sound Masking?

Sound masking

Pressed for time? Simply follow our virtual spokesperson through our website. He'll describe the benefits of sound masking systems and of selecting our technology and services.

- Sound masking
- LogiSon technology
- Client services
- Installation
- Paging & music
- Manufacturer



Special Offer

FMLink Subscribers

Free all-call paging/music with a minimum purchase of a twenty (20) loudspeaker system. Contact us for details.



Tell me more.

- Acoustic design tips
- Selecting a sound masking system
- Frequently asked questions

Help Center

How Can We Assist You?

LogiSon Representatives pride themselves not only on state-of-the-art sound masking technology, but on their commitment to customer satisfaction. No matter the size of your operation, they have the knowledge and capabilities to meet your needs.

- Locate a Distributor
- Request a Quote
- Download Specifications

Return to FMLink Homepage




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THE FINEST AMERICAN MADE HAND DRYERS

[XLERATOR®](#) [XLERATORReco®](#) [Case Studies](#)



FENWAY PARK

The World Champion Red Sox hit a grand slam with XLERATOR Fenway's new Green Monster!

[Learn More](#)

MARKETS

- Education
- Government
- Healthcare
- Office buildings
- Restaurants and bars
- Convenience Stores/Service Stations
- Hotels
- Stadiums


COST SAVINGS

- Online Calculator
- Cost Savings Analysis (Dynamic PDF)
- Cost Savings Analysis (Print Only PDF)

CONTACT US

Excel Dryer Inc.
357 Chestnut Street
P.O. Box 385
East Longmeadow, MA 01028

Toll Free: 1.800.255.9235
Telephone: 1.413.525.4531
Fax: 1.413.525.2853
E-mail: sales@exceldryer.com



TIME TO THROW IN THE TOWEL

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Experience a World of Choice

SMARTDRI VMAX VERDEDRI SLIMDRI AIRFORCE



SLIMdri™

Surface-Mounted ADA Compliant Hand Dryer

- 15 Sec Dry Time
- ADA Compliant + Surface Mounted
- Universal Voltage (110-240 V)
- ON/OFF Heating Controls

CASE STUDIES

End-User Industries

- Education Facilities
- Food Services
- Healthcare Centers
- Office Buildings
- Industrial Business
- Others

Benefits

- Cost Savings
- Easy Maintenance
- Environmental Friendly

How to Choose a Hand Dryer?

Help Center

- Download Catalogs
- Find a Sales Rep
- Contact Us

5700 McDermott Drive, Berkeley, IL 60163

www.worlddryer.com

TEL: (800) 323-0701

sales@worlddryer.com

ABOUT US


World Dryer, the leading global manufacturer of hand dryers, offers a full portfolio of fast, state-of-the-art hand dryers designed to fit the individual needs of any facility. For more than 60 years, our products have set the industry standard by integrating leading technology, convenient functionality and attractive design to give every user an unparalleled experience. Our high-speed hand dryers deliver a faster, more effective drying experience while reducing operational costs.

BOOKMARK IT !



landscapeforms®

For more than 40 years Landscape Forms has been producing site furniture and accessories that help designers and other clients create a sense of place in outdoor environments. We do it through integrated product collections, leading edge technology and great design.



Extremely versatile. Select is a modular system of steel recycling units created by industrial designer Brian Kane. Heavy steel construction and 25-gallon capacity make them stronger, more resilient and more spacious than the competition. Learn more about Select [here](#).

Applications and Products >

- Outdoor Furniture
- Exterior [benches](#)
- Courtyard [litter receptacles](#)
- Cafeteria [tables](#)
- Patio [picnic tables](#)
- Lobby [chairs](#)
- [umbrellas](#)
- [planters](#)
- [bike racks](#)
- [bollards](#)



concord

Concord is an integrated collection of site furniture elements in a Modern Traditional idiom.



emerson

Emerson, featured in the Concord collection, is a bike rack fit for the classiest cycle.




rest

Rest is a stunningly simple bench makes it all look easy in backed or backless styles.



sort

Sort offers a flexible system of collection bins and organizing basket for interior and exterior use, designed specifically for recycling.



tables & chairs

Choose from a variety of styles in durable materials to create an inviting café theme for outdoor spaces.



parc centre

Parc Centre tables offer round or square tops; chair is a clever riff on the Parisian standard, offering comfort with a pleasing bounce.



LEO

LEO provides pedestrian and street lighting with energy efficient LED technology and innovative optics.



carousel

A Landscape Forms original, Carousel defines personal space in public settings; marries informality and order, function and flair.

Questions or Comments? [Contact Us](#)

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